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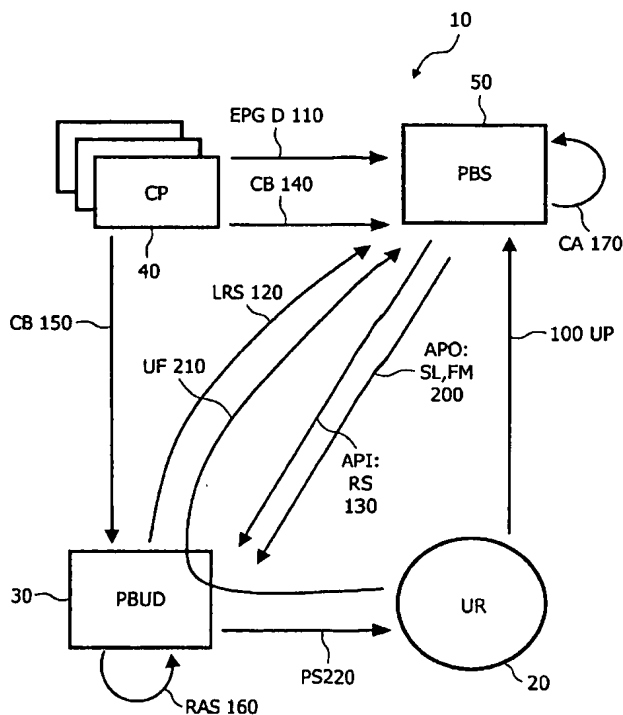
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(54) Title: METHOD OF PROVIDING A PERSONALIZED BROADCAST SERVICE



(57) Abstract: There is described a method of providing a personalized broadcast service. The method involves arranging for a content provider (40) to communicate with a user device (30) and a broadcast service (50). The device (30) presents personalized programme content to its user (20). The method involves: receiving user profile information (100) from the user (20); receiving programme content indicative data (110) at the broadcast service (50); providing to the device (30) an a priori recording schedule (130) derived from the profile information (100) and the indicative data (110); receiving programme content (140, 150) at the broadcast service (50) and the device (30) and recording said received programme content at the device (30); analyzing the received programme content at the broadcast service (50) to generate an a posteriori selection schedule (200); receiving the selection schedule (200) at the device and processing the programme content recorded at the device (30) pursuant to the selection schedule (200) to generate the personalized programme content for the user (20).

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